

**DOWNTOWN:
AWARENESS
CAMPAIGN**



OBJECTIVES

- Top of Mind among Valley residents
- Increase traffic to website
- Timing of campaign during non-tourist season (April-Sept)



Old Town's Arts District is acclaimed for its high concentration and high caliber of art galleries, all within walking distance of each other. Enjoy an eclectic selection of paintings, sculptures, unique works of art from international, national and local artists. Purchase a beautiful piece of art for your home or office. The Scottsdale ArtWalk occurs every Thursday evening.

OLDTOWNSCOTTSDALEAZ.COM

Old Town Scottsdale ArtWalk



MEDIA MIX

- Facebook/Instagram
- Google Display and Video
- Google Paid Search
- COX Cable
- Billboards
- Print



COME UNWIND OR
**COME DO THE
EXACT OPPOSITE.**

Old Town Scottsdale is chock-full of public art installations, museums, galleries, spas and restaurants. It is also chock-full of bars, nightclubs, shopping and year-round activities. Whatever you are in the mood for, we have it.

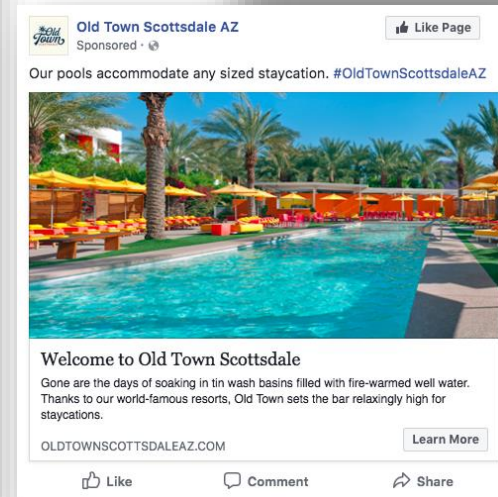
OLDTOWNSCOTTSDALEAZ.COM

Performance at Canal Convergence

***Old
Town**
SCOTTSDALE

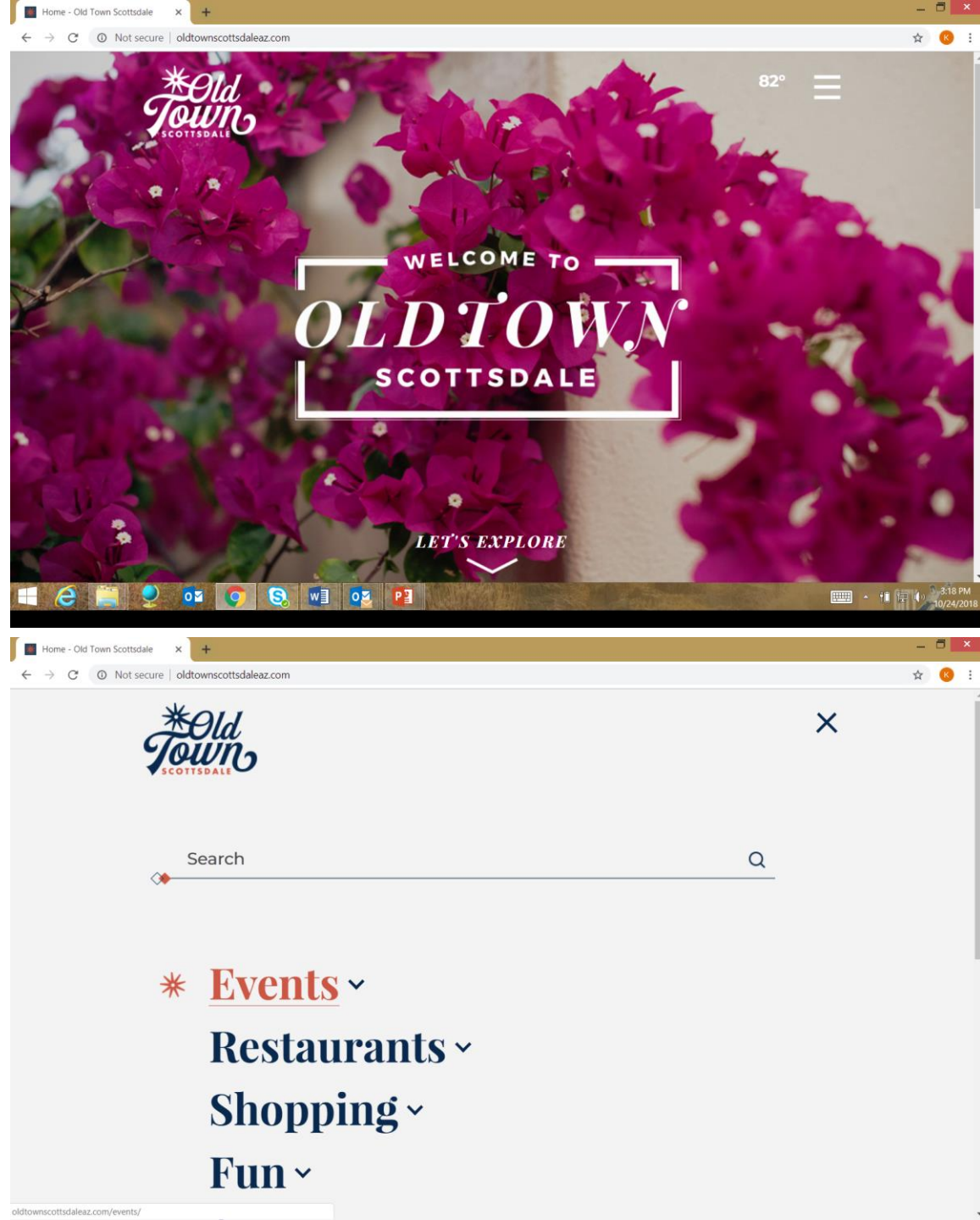
OVERALL IMPACT

- Total Paid Impressions:
 - Goal: 41 Million
 - Delivered: 49 Million
- Total Digital Clicks:
 - 170,466 clicks; 0.59% click-thru-rate; average cost-per-click of \$.27
 - Benchmark is 0.10% CTR; average CPC of \$.58



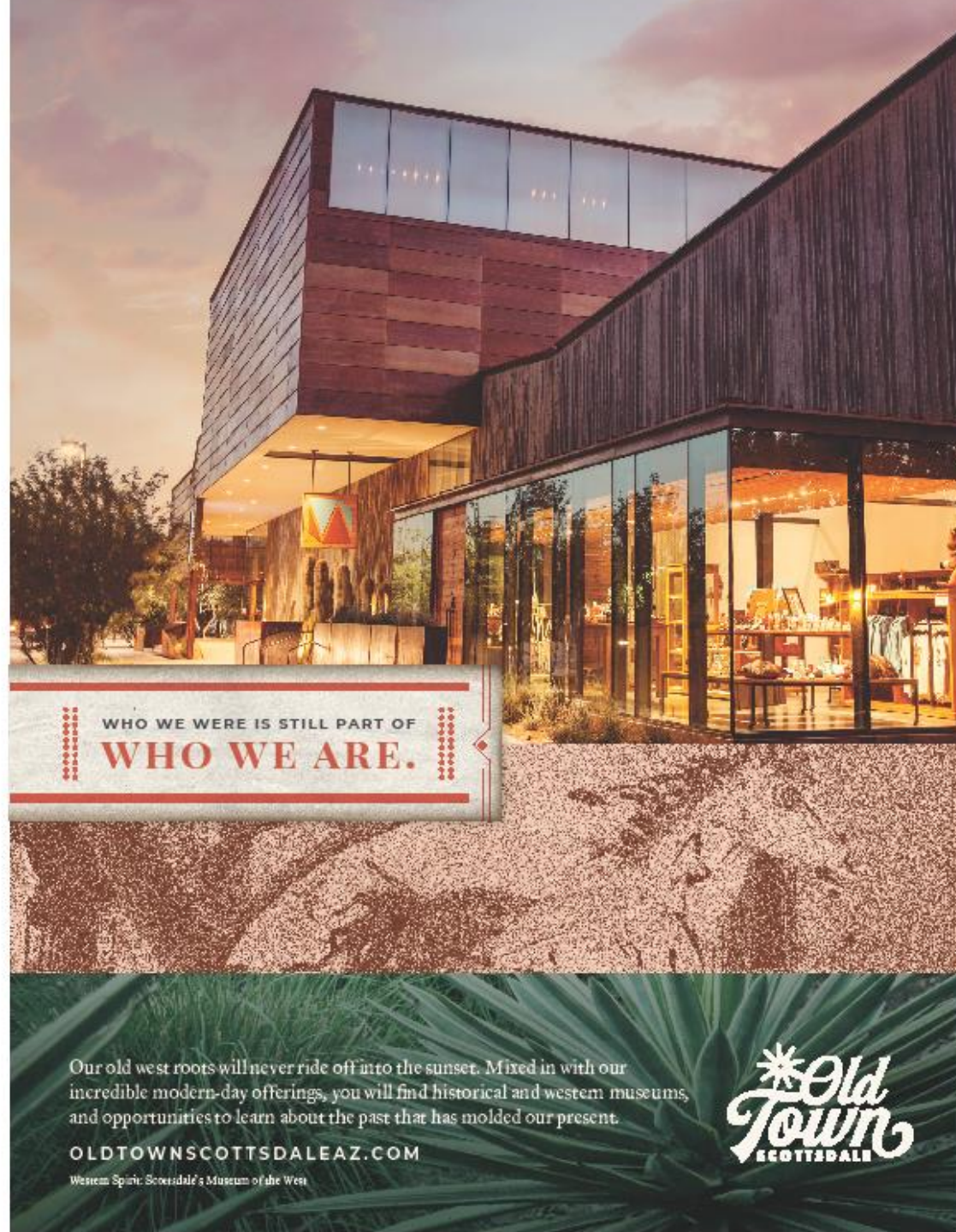
OVERALL IMPACT

- Website Sessions:
 - 184,367 sessions
 - Average Session Duration: 1 minute



WEBSITE PROFILE

- Female: 64%
- Male: 37%
- Age:
 - 65+ 24%
 - 55-64 22%
 - 45-54 17%
 - 35-44 15%
 - 25-34 16%



OLD TOWN

- **Kiosks (5)**
 - Mid-November
 - Maps
 - Brochures
- **Matching Marketing Funds**
 - Districts
 - Theme
 - Up to \$30,000



**EVENTS:
WHAT'S AHEAD**



SCOTTSDALE CONTEMPORARY MONTH

Oct. 21 – Nov 21

Contemporary, arts-
minded events and
activities that span
1970's — now.

ScottsdaleContemporaryMonth.com



LOCAL LIGHT

Scottsdale Public Art

Oct. 25 – Dec. 31

Temporary public art expanding
Canal Convergence beyond the
Scottsdale Waterfront.

Will create art opportunities for
businesses along Marshall Way
using light-based installations
created by local artists.

One-Eyed Jack: John Randall Nelson



CANAL CONVERGENCE

Scottsdale Public Art

Nov. 8 — Nov. 18

- FREE
- Moved from March to November
- 10 consecutive days
- Open most days from 4-8pm

Goal — make this a destination event

CanalConvergence.com



SCOTTSDAZZLE

Nov. 24 — Jan. 1, 2019

3rd annual month-long holiday celebration in Old Town.

- Festive lighting
- Themed events
- Concerts
- Public art installations
- Wine & Ale Trails

Scottsdazzle.com



SING-ALONG & TREE LIGHTING

**Nov. 24 — 7-9 p.m.
Scottsdale Waterfront**

- Sing-Along to 40 Piece Orchestra MusicaNova
- Tree Lighting Ceremony
- Estimated Attendance:
3,500 to 4,000



SING-ALONG & TREE LIGHTING



SING-ALONG & TREE LIGHTING



FELIZ NAVIDAD FIESTA

**Dec. 1 — 1-5 p.m.
Historic Old Town**

- Poinsettia Sales
- Pinata Bash
- Tamales
- Mariachis
- Ballet Folklorico
- Los Posadas



FELIZ NAVIDAD FIESTA



SUGAR PLUM AVE

Dec. 8 — 3-7 p.m.

5TH Avenue

- Sugar Plum Fairies
- Princesses
- Snow King and Queen
- Aerial Performances
- Tea Party
- Nutcracker ballet performances



CANAL CONCERTS

Dec. 1, 8, 15, 22 — 7-9 p.m.
Soleri Plaza

- Mariachi Corazon
- Phoenix Boys Choir and Pete Pancrazi Quartet
- Campanillas del Sol Handbell Ensemble
- MusicNova Brazz Quintet



**QUESTIONS?
THANK YOU**

